

NEVER-EVER-BEFORE DOUBLE \$ SAVINGS

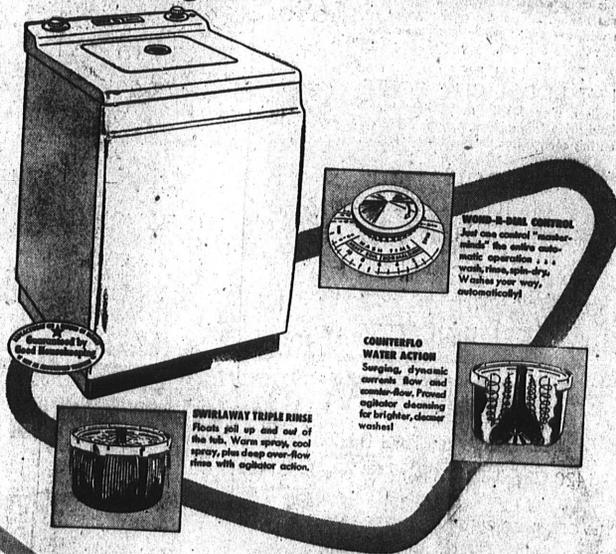
SAVE Both Ways...SAVE twice the work too!

1st FORMER MODEL \$299.95 New...fully automatic...at a wonderful budget price!

2nd **NOW! \$259⁹⁵** Hotpoint **AUTOMATIC WASHER**

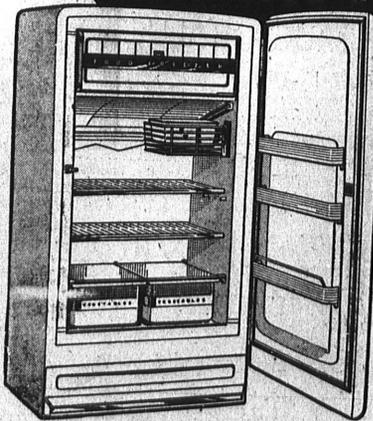
GUARANTEED
TRADE-IN
ALLOWANCE ON THIS
BEAUTIFUL

LIBERAL
TRADE FOR
YOUR OLD
WASHER



MODEL LH2

NEW 1953 **Hotpoint**
SUPER-STOR REFRIGERATOR



MODEL EC-67

TRADE-IN ALLOWANCE FOR
YOUR OLD REFRIGERATOR

\$150.00	— UP TO 3 YEARS OLD
\$125.00	— UP TO 5 YEARS OLD
\$ 75.00	— UP TO 8 YEARS OLD
\$ 50.00	— OVER 8 YEARS OLD

NEVER BEFORE ALLOWANCES
AT ONE PLACE ONLY.....

WHILE WE ARE
REMODELING
WE WILLINGLY
SACRIFICE
ALL OUR 1954
MERCHANDISE
BECAUSE THE
CONTRACTORS
NEED ROOM —
SHOP WHERE
EVERYBODY SHOPS

LLOYD DENNEE'S
PRINCIPLES

- 1 To sell ONLY the highest quality wares available at all times.
- 2 To sell no merchandise that is not new, and the best of its kind unless it is marked "Used", "Damaged", "As Is", etc., so clearly that there can be no deception.
- 3 To maintain adequate facilities to service what we sell.
- 4 To always have advertised merchandise.
- 5 To state no exaggeration, misleading statements, or half-truths under any circumstances.
- 6 To never tolerate employee dishonesty either knowingly or through misstatements of facts.
- 7 To treat all customers courteously and considerately.
- 8 To keep our promises to the customer.
- 9 To constantly strive to give maximum value at minimum cost.



LLOYD DENNEE'S

OS. 6-0155



Over 15,000
SATISFIED
CUSTOMERS
There Must Be a
Reason!

110 E. EL SEGUNDO, HAWTHORNE